

Efficiency in Power Development and Public Service



SEVEN SISTERS - GREAT FALLS - PINAWA HYDRO-ELECTRIC POWER PLANTS



W. H. CARTER
President
Winnipeg Electric Company

SEVEN Sisters, Great Falls and Pinawa power plants make up the largest aggregation of power development units under one management in Western Canada. They include the pioneer hydro-electric development plant of the West—Pinawa—a plant which was built as the result of the initiative of the engineers in charge, the courage of the management and the willingness of the shareholders and bondholders to put their money into the project. That was way back in 1903 when many people said that to attempt to

build such a plant was foolish and would end in disaster. But the engineers, the officers and the security holders of Winnipeg Electric Company did it and Pinawa operates and stands today a practical success amid surroundings of beauty as a monument to their faith. ¶ The successful building and operation of the Pinawa plant led to the development of other plants on the Winnipeg River and commenced the downward trend of the cost of electricity from 20 cents per kilowatt hour as it was when produced from a small and inefficient steam plant using wood as fuel, to the present rate of 3½ cents for domestic lighting and 1 cent for cooking for electricity produced from the hydro-electric plants described herein. Visitors to the plants will, we are sure, appreciate the value these plants have been and are contributing to the industrial development of Greater Winnipeg and the increased comfort they make possible to the homes of Greater Winnipeg—all because those who built and those who financed the building of these immense structures had faith and vision.

W. H. Carter.

President, Winnipeg Electric Company.



The Pinawa Plant

THE Pinawa plant is situated on the Pinawa channel of the Winnipeg River about seventy miles by road from Winnipeg. This road goes by way of the Trans-Canada Highway through Beauséjour to Seddon's Corner, thence to Lac du Bonnet, over the bridge there across the Winnipeg River and on to Pinawa. ¶ This plant was the first hydro-electric plant in Western Canada and was opened in 1906. It is still operating efficiently. The capacity of the plant is 30,000 horsepower and the height of water held back by the dam is 46 feet. There are nine generators, five of which have a capacity of 4280 horsepower each and four with a capacity of 2150 horsepower each. When you look at this plant please remember that it was built by men who had courage, faith and knowledge and in the face of critics who said, "it couldn't be done."

This plant made possible the commencement of the reduction in the cost of electricity in Winnipeg—a cost which is now 3¼ cents per kilowatt hour for domestic lighting and 1 cent for cooking. It will be observed that the natural beauty of the surroundings of the plant has been carefully preserved. Visitors will also note the comfortable and well kept residences, community hall and other facilities provided to ensure the best possible living conditions for the families of employees engaged at the plant.



The Great Falls Plant

THE Great Falls power plant, situated on the Winnipeg River, eighty miles by road from Winnipeg, has a productive capacity larger than that of any other power plant in Western Canada, namely 168,000 horsepower. The plant can be reached by automobile, the route being Trans-Canada Highway through Beausejour to Seldon's Corner, thence to Lac du Bonnet, continuing on the Pine Falls highway to Great Falls. ¶ The plant was placed in operation in 1912. Its construction provided 2,000,000 days of work for Canadian workmen. ¶ There are six generators, with a capacity of 28,000 horsepower each. The dam provides a head of fifty-six feet of water.

As at the other Winnipeg Electric Company power plants, care has been taken to maintain the natural beauty of the power site. Comfortable living conditions, enjoyable social activities and attractive residences have been provided for the employees and their families.



Seven Sisters Power Plant

IN the Seven Sisters power plant we have one of Canada's best equipped and most modernly designed hydro-electric plants in Canada. It is situated on the Winnipeg River, sixty-eight miles from Winnipeg and is reached by automobile via the Trans-Canada Highway through Beausejour to thirteen miles this side of Whitchmouth where the road to Seven Sisters branches off to the left. At the present time it contains three generators, each with an ultimate capacity of 37,500 horsepower, giving it an ultimate capacity of 112,500 horsepower. When conditions require the capacity of the plant can be increased to 225,000 horsepower. The height of water behind the dam is now thirty-eight feet, but this will be increased to sixty-six feet when the plant is fully developed. The construction of the present plant provided over 2,500,000 days of work for Canadian wage earners.

This plant went into operation in 1931 and was officially opened by the late Lieut.-Governor, Hon. J. D. McGregor. The surroundings of Seven Sisters are noteworthy. The employees' residences, school, general store and other community buildings are all part of a well thought-out modern and attractive town-planning design.

Do You Know How Much the Electricity for Your Radio Costs?

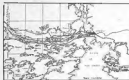
People sometimes wonder how much the electrical appliances they use cost to operate. Here are the costs for TEN HOURS operation of some of these appliances:



3-kilowatt Fireplace.....	27	cents
Electric Iron.....	6	"
Heater (single element).....	6	"
Vacuum Cleaner.....	3	"
12-inch Fan.....	2½	"
Radio.....	2	"
Percolator.....	5	"
Washing Machine.....	4	"
Curling Iron.....	¾	"
Sewing Machine.....	2	"

Please bear in mind these costs are for TEN hours, not one hour.

WINNIPEG ELECTRIC COMPANY PROVIDES
MANY VALUABLE SERVICES



WINNIPEG ELECTRIC COMPANY TRANSMISSION LINE SYSTEM

Scale: 1 inch = 10 miles

For further information
write to the Winnipeg Electric Company
Box 1000
Winnipeg, Manitoba

LAKE
WINNIPEG

MANITOBA
SOUTH

A transmission line is the artery which carries electricity from the heart—the power house—to where it is needed—the customer. Patrol men provided with comfortable quarters are stationed at various points along the lines to ensure prompt location of trouble. Eternal vigilance is the Price of Dependable Service.

Red lines indicate special transmission lines serving Pine Falls, Kenora and the mining districts of Central Manitoba and adjacent to the Kenora Highway.



WINNIPEG Electric Company operates the most modern and progressive gas and electric appliance sales department in Western Canada—in the Power Building, Portage and Vaughan. For a number of years this department annually won first prize for all Canada in the Canadian Electrical Association contest for the highest sales per customer and eventually won the trophy outright. There must be a reason! Ranges, refrigerators, water heaters, irons, fans, lamps and all kinds of gas and electric equipment are on sale. ¶ Hundreds of satisfied customers use Winnipeg Electric gas for cooking, refrigeration, heating and commercial purposes. ¶ This gas is a one hundred percent, Canadian product made from Canadian coal by Winnipeg wage earners at the Winnipeg gas plant.

"Winneco Coke"

"Winneco Coke" is another Winnipeg Electric Company product much in demand. Thousands of tons of this very efficient fuel are used annually in Greater Winnipeg's homes and industries.

Each year over 40,000,000 people use Winnipeg Electric's 200 street cars, 16 trolley buses and 131 gasoline buses which travel over 9,000,000 miles annually. Winnipeg Electric Company pioneered the use of hydro-electricity in Greater Winnipeg and as a result of this and the dependable service it gives, now has thousands of customers in Greater Winnipeg using its services.